

COMMERCE NEWS

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**Contact: Curt Cultice
(202)482-3809**

America's Cultural Heritage Now a Must-See

***U.S. Department of Commerce, American Pathways 2000 Partners Kick Off Millennium
by Announcing Newly Designated Tourism Itineraries in the United States***

Washington, DC--The U.S. Department of Commerce and its partners in the *American Pathways 2000* program, a public-private sector partnership encouraging the development, sales, and export of American cultural/heritage products, today unveiled 74 new tourism itineraries designed to boost economic growth and help visitors explore America's cultural heritage in the new millennium.

The *American Pathways 2000* program, part of the Clinton Administration's Millennium Program that celebrates the American experience by recognizing and initiating projects that convey our rich heritage to future generations, features newly-designated itineraries interpreting cultural/heritage attractions and activities in 42 states and the District of Columbia. The itineraries are spread geographically from Florida to Alaska (see attached examples).

"Boosting U.S. travel and tourism exports is critical to our nation's economy, and this program has encouraged American businesses to develop cultural and heritage tourism products that can be sold domestically and internationally," said Leslie R. Doggett, Deputy Assistant Secretary of Commerce for Tourism Industries. "Public-private sector partnerships like *American Pathways 2000* are critical to driving the growth of the travel and tourism industry--this country's largest service export that supports more than one million U.S. jobs and contributes over \$90 billion to our nation's economy annually."

Doggett said *American Pathways 2000* encouraged more than 70 companies to organize and submit itineraries for designation. The 74 designated itineraries were organized by 43 tour operators, most of which are small-and medium-sized businesses. While the majority of the designated itineraries are new, others have been adapted to showcase American cultural and heritage diversity, thereby meeting *American Pathways 2000* criteria.

The designated itineraries range from tours of several hours, generally developed by small local operators, to tours of several weeks, generally developed by larger regional and national operators. Designated itineraries were selected on their interpretation of at least one of four uniquely American themes: *From Sea to Shining Sea* (showcasing the indigenous peoples of America), *I Have a Dream* (telling the story of America's striving for a true democracy from slavery to civil rights), *Lady Liberty* (spotlighting the influence of immigration in the building of America), and *America's Cultural Mosaic* (highlighting ethnic influences in American "Pop Culture").

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To be designated, each itinerary needed to be endorsed by a destination marketing organization (DMO), such as a local convention and visitors bureau. A panel composed of representatives of the Smithsonian Institute, the National Endowment for the Arts, and the National Park Service of the Department of the Interior made recommendations for designation.

The *American Pathways 2000* public-private sector partnership was organized by the U.S. Department of Commerce's Office of Tourism Industries and includes the National Tour Association and the International Association of Convention and Visitor Bureaus as founding partners. The American Bus Association, the Receptive Services Association, and the U.S. Tour Operators Association are also partners. Alamo Rent-A-Car is hosting the official website.

In 1998, 46.4 million international visitors came to the United States and spent \$91.3 billion, creating a trade surplus of \$19 billion. Tourism Industries forecasts that, by 2002, arrivals will surpass 52 million and expenditures will exceed \$110 billion.

More information on *American Pathways 2000* designated itineraries is available at **<http://www.americanpathways.com>**

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AMERICAN PATHWAYS 2000 ITINERARIES

Selected Examples of the 74 Designated Itineraries

- o In New York City, *Our Italian Immigrant Heritage* itinerary highlights the experiences and contributions to New York of Italian immigrants. The tour includes landmarks in Little Italy and shows the influence of Italians who fought for liberty in the American Revolution, founded the first New York Opera Company, and built the infrastructure of the City -- its streets, sewers, and the subway.
- o In Texas, the *African Americans Blaze a Trail through Texas* itinerary highlights historical and cultural sites that illustrate the importance of African Americans' contributions to Texas through community activism: the arts, careers, and academia. For example, the Taylor-Stevenson Cowboy Ranch is one of the first of the few African American family-owned working cattle ranches in the United States. A visit to this century-old ranch offers a variety of historic and educational events. The American Cowboy Museum, also on the ranch, spotlights the African American, Latino, and Native American contributions to America's cowboy legacy.
- o In Alaska, *The Great Land Tour* itinerary highlights the contributions that native Alaskans have made to American life through their continued practice of their ancestral heritage. Visitors explore these contributions using cruise ship, train, and airplane, and will work with a native Alaskan artist and visit Sitka National Historical Park, which features totem carvers and totem pole displays.
- o Originating in Indiana and going on to Michigan, *Midnight Passage* brings to life the incredible history of the flight from slavery of the African-American and their white sympathizers. The tour highlights Underground Railroad stations, homes and the artistic and humanitarian contributions individuals have made to the freedom of slaves in this nation.
- o Starting out in St. Louis, and on to Missouri and Tennessee, *Secrets and Songs on the Road to Freedom* retraces the steps of black men, women, and children who were brought from the Indies, Haiti, and Africa to this country as slaves from 1619 to 1803. The itinerary focuses on the African American experience from events important to the Civil Rights Movement of the 1960's and on the musical contributions of African Americans from St. Louis, such as Scott Joplin, Josephine Baker, and Chuck Berry.
- o The *Holland Tulip Festival* highlights the influence of Dutch settlers on Holland, Michigan and of the German Amish in Indiana. The tour showcases Dutch culture and its impact on architecture, floral presentations, and more. Visitors may also experience German Amish cuisine and culture brought to life during a visit to a model of a German Amish farm.

AMERICAN PATHWAYS 2000 DESIGNATED ITINERARIES

The U.S. Department of Commerce and its **American Pathways 2000** partners designated the following itineraries as **American Pathways 2000** itineraries.

Ride Thru Time Tour, offered by Great American Trolley Company, Inc. of New Jersey
You Can Shine Where You Are, offered by J.D.'s Travel Scene, Inc. of Alabama
The Great Land Tour, offered by Alaska Cruisetours/Holland America Westours of Washington
Passport to the Illinois & Michigan Canal National Heritage Corridor, offered by Heritage Corridor Convention & Visitors Bureau of Illinois
Threads of Time Tour, offered by Country Heritage Tours, Inc. of New Hampshire
I Have a Dream, Embassy Coach Lines, Inc. of Illinois
Minnesota "the New Sweden" Immigration Trail, offered by Metro Connections, Inc. of Minnesota
The Asian American Experience in Oregon, offered by Columbia Crossroads Tours of Oregon
Western New York Underground Railroad Tour, offered by Motherland Connexions, Inc. of New York
Lewis and Clark Expedition, offered by Satrom Tours of North Dakota
Immigrants & Ingenuity in the Northwest Passage Heritage Corridor, offered by Tri-State Travel of Illinois
Native American Culture Tour, offered by Western Leisure, Inc. of Utah
Secrets and Songs on the Road to Freedom, offered by Unlimited Tours & Travel, Inc. of Missouri
"Braggin' About Brooklyn," offered by "Braggin' About Brooklyn" of New York
Native American Spiritual Journey, offered by Especially 4-U Tours of Arizona
America's Pacific West -- A Natural Mosaic of Rugged Beauty and Cultural Diversity, offered by Tours by Maitland of Montana and MTS Tours of Pennsylvania
Laura's "Little Houses," offered by Nationwide Travelers, Inc. of Wisconsin
African Americans Blaze A Trail Through Texas, offered by EEM Custom Tours & Special Events of Texas
African American Heritage in New York City, offered by Harlem Spirituals of New York
Acoma Indian Pueblo, offered by Coach USA, Inc./Gray Line of Albuquerque of New Mexico
Exploring African American Heritage in Virginia, offered by Traveling America, Inc. of Virginia
The Circle of Hope, offered by AAA Rochester of New York
Soldier and Slave, offered by Mid Atlantic Receptive Services of Virginia
A Southern Sampler, offered by Goodtime Travel Tours, Inc. of Alabama
Discover Northeastern Minnesota's Wild North, offered by Iron Range Resources and Rehabilitation Board and Northern Lights Tourism Alliance of Minnesota
The Memphis Express, offered by Lenzner Tour and Travel of Pennsylvania
America's Musical Roots, offered by Visit America, Inc. of New York
American Music Mosaic, offered by Powder River Tours of Wyoming
Civil War to Civil Rights -- I Have a Dream, offered by Alabama Corp. of Alabama
Patchwork of Tradition, An American Quilt Tour, offered by Turner Coaches, Inc. of Indiana
Midnight Passage, A Journey to Freedom by the African-American Slave, offered by Turner Coaches, Inc. of Indiana
African American Heritage Tour, offered by Capitol Entertainment Services, Inc. of Washington, D.C.
Anacostia -- Different Voices, Different Views, offered by Capitol Entertainment Services, Inc. of Washington, D.C.
Duke Ellington's D.C. Historic Neighborhood Tour, offered by Capitol Entertainment Services, Inc. of Washington, D.C.
Louisiana Roundtrip, offered by Travel New Orleans of Louisiana
Southern Music Tour, offered by Travel New Orleans of Louisiana
Forgotten Missouri -- What the Books Don't Tell, offered by Black Tourism Network in Missouri
Freedom's Legacy: Follow the North Star, offered by Black Tourism Network of Missouri
Civil Rights Triangle, offered by Black Tourism Network of Missouri

AMERICAN PATHWAYS 2000 DESIGNATED ITINERARIES -- continued

Music of the Rivers and Mountains, offered by TOURCO of Massachusetts
In Search of Pocohontas, offered by TOURCO of Massachusetts
Great Blacks, offered by TOURCO of Massachusetts
The Chosen, offered by TOURCO of Massachusetts
In Search of Religious Freedom, offered by TOURCO of Massachusetts
Pittsburgh -- Jazz, History, & More, offered by TOURCO of Massachusetts
Oklahoma, Indian Territory, offered by Territorial Tours Limited of Oklahoma
Oklahoma, Land of Many Cultures, offered by Territorial Tours Limited of Oklahoma
America's Western Heritage, offered by MAUPINTOUR, INC. of Kansas
Arizona & the Canyons, offered by MAUPINTOUR, INC. of Kansas
New Mexico, Santa Fe & Taos, offered by MAUPINTOUR, INC. of Kansas
National Parks of the Rockies, offered by MAUPINTOUR, INC. of Kansas
New Orleans and Gulf Coast, offered by Sunshine Travel Company, Inc. of Minnesota
Branson Ozarks Showcase, offered by Sunshine Travel Company, Inc. of Minnesota
House on the Rock, offered by Sunshine Travel Company, Inc. of Minnesota
Mackinac Island/Frankenmuth/Door County, offered by Sunshine Travel Company, Inc. of Minnesota
Holland Tulip Festival, offered by Sunshine Travel Company, Inc. of Minnesota
Pella Tulip Festival and the Amana Colonies, offered by Sunshine Travel Company, Inc. of Minnesota
Nez Perce National Historic Trail, offered by SHEBBY LEE TOURS, Inc. of South Dakota
Lewis and Clark Trail, offered by SHEBBY LEE TOURS, Inc. of South Dakota
Siouxland: The Dakota Conflict, offered by SHEBBY LEE TOURS, Inc. of South Dakota
Stikine River Jet Boat Tour, offered by Alaska Waters, Inc. of Alaska
Telegraph Creek & Riversong Lodge Excursion, offered by Alaska Waters, Inc. of Alaska
Our Jewish Immigrant Heritage, offered by New York Restaurant Center, Inc. of New York
Harlem on My Mind, offered by New York Restaurant Center, Inc. of New York
Our Italian Immigrant Heritage, offered by New York Restaurant Center, Inc. of New York
Our German Immigrant Heritage, offered by New York Restaurant Center, Inc. of New York
Our Irish Immigrant Heritage, offered by New York Restaurant Center, Inc. of New York
Legends of the Golden West, offered by Montana Rockies Rail Tours, Inc. of Idaho
In the Path of Lewis & Clark, offered by Montana Rockies Rail Tours, Inc. of Idaho
African American Heritage, offered by Anderson Coach & Tour of Pennsylvania
German Festivals, offered by Anderson Coach & Tour of Pennsylvania
Black Hills Buffalo Round-Up, offered by AmericaTours West of South Dakota
Pow-Wow in the Sacred Black Hills, offered by AmericaTours West of South Dakota
How the West Was Won, offered by AmericaTours West of South Dakota